

Shaping the Wall of Ethics.

“Ethics is knowing the difference between what you have a right to do and what is right to do”

~Potter Stewart

When we talk about ethics, the three words come to our mind i.e. honesty, integrity and values. Earlier days, we used to talk about professional ethics which was understood in the context of Doctors and Advocates. Like a doctor will take the oath before entering into profession to follow the laid-down principles. The ethics was very much attached with the value system of a person. Following the path of honesty and maintaining integrity while undertaking the professional jobs was the way of life. The medical profession was considered as most noble profession, similarly, the teaching field earn high respect in the society, the advocates followed the ethics of doing justice with the client by way of defending the case with best of their capability.

The definition of business was something different. If marketing is to be defined, it was “making the product available from manufacturer to the consumer after giving reasonable profit to all concerned”. We may appreciate that money was an important aspect of any business or profession but ethical values used to prevail. The corruption was there in every avocation, but it was not generalized earlier. The business houses were having cut throat competition, but they never compromised on the platform of business ethics.

In today's scenario during last one decade we have witnessed a sea change in terms of ethical values where the meaning of honesty is changing. Today, a business house is ready to compromise in all spheres whether it comes in terms of quality of raw material, employee relationship management or customer relationship management. The profit has become the sole consideration and giving bribes for getting the work done has become a common practice. The philosophies made and practiced by the giants such as Tata's, Birla's, Dalmia's, Modi's, etc. It used to take generations for a person to become rich from poor, but today the recent scams shows that the corruption can lead to success at the cost of losing not only ethical values but morality also. I need not explain the current stories of 2-G spectrum, black money scandals, CBI raids to bureaucrats finding tonnes of gold and crores of rupees in their houses and lockers.

Earlier days business was synonym to trade and industries we never thought of making the field of education, medical and places of worship as business. Look at the education system mushrooming of business schools

selling MBA / Doctors Degree / Fake Flying Schools making pilots on the basis of forged documents, students taking admission on the basis of forged documents. The scams of coaching institutes giving guarantee for admission to medical colleges and engineering colleges. The donation running in crores for obtaining PG Degrees. The education is being sold for a price when the foundation is laid on the strength of corruption, unfair means then one can understand what will be the result.

It was quite inevitable to lose the values of professional ethics when there is a cut throat competition among business houses. The consumers are being cheated in a clever manner when a packet which normally comes for the quantity of 500 gms or 250 gms contents of the material is being sold in the same packing with the reduced quantity of 240 gms and 480 gms written in minute figures which may escape the eyes of consumer while purchasing the goods. Another, tactics being adopted is in the form of the fake medicines being sold in open market endangering the life of the human being. The compromise in the quality of oils, pulses, ghee, sweet, eatables is quite common. Milk is a big industry we never thought of getting artificial milk which is available today with the ingredients of Urea, Soap, Oil and what not.

A question comes to my mind that is it business? Is it success? Is it the way of progress? It is the only way of beating the competition? What is the root cause for losing the ethical values? Again, it makes me to think about the probable causes for this shift in thinking specially when words are losing meanings ;bribe corruption desire for quick money and gains why it is so ?

The business houses are in the race of purchasing decision makers ...lots of politician corporate nexus are the glaring examples for this menacewell the real cause is loss of values at initial stages ..when a person becomes doctor by getting admission on the basis of paying bribe then what can you expect from him after entering into the profession . similarly a bureaucrat who gets a so called plump posting with the help of corporate nexus what he will do ..certain corruption to pay the price to all stake holders who helped him . here lies the problem when ethics, morals, honesty and integrity becomes meaningless for him .

Today in the days of changing Industrial scenario when competition is stiff ..it is a question of survival for a business house. It is in a dilemma to weigh values or existence say success.

Now I need to say about remedy , it has to come from upbringing , what we learn and practice it all comes from the surroundings . we need to include integrity as one of the subject case study based in education system as compulsory subject at school level.

Young generation is leaning wrong lesson by seeing prosperity and success of dishonest and corrupt persons in business and other professions ...It is so deep rooted that one thinks bribe as perk attached to his position in Govt. Sector.

Whatever we may say honesty still prevails look at Laxmi Mittal the steel king the ...Tata and Birla Groups are still there to maintain business ethics Laxmi Mittal never believed in paying bribes but still made it to happen for reaching to the top in steel. His latest venture of Bhatinda Petroleum Refinery worth about 20,000 cores is the glaring example. He selected the hard-core professionals to run the industry which is evident from the selection of CEO when a bright honest and dedicated bureaucrat with 30 years service resigned to join him.

It is relevant to mention here that a person practicing ethical values with faith and honesty can still rise in business. There are large number of examples like Krishnamoorthy for his group Infosys.
